

THE BEXHILL PARTNERSHIP PRESENT

EDWARDIAN WEEK



BEXHILL-ON-SEA

Welcome to Bexhill-on-Sea

for an

Edwardian Extravaganza

**SATURDAY 23rd APRIL
to MONDAY 2nd MAY 1994**

Jollification, exciting attractions and special
events every day throughout the week.
plus The Bexhill 100 Festival of Motoring on May 1-2

DIARY OF EVENTS

Souvenir Programme

**WHAT'S ON • WHERE • WHEN
and a glimpse of Bexhill's past**



Published by the Bexhill Observer in conjunction
with Bexhill Chamber of Commerce and Tourism

EDWARDIAN WEEK IS PRESENTED AND ORGANISED BY THE BEXHILL PARTNERSHIP

10 DAYS OF
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Welcome to Bexhill's

Edwardian Week



The Kursaal was the entertainments centre of the day. Photo, like most in this souvenir programme, courtesy of Bexhill Museum to whom we owe a debt of thanks.

IN a foreword to Edwardian Week, Bexhill Partnership chairman Alan Storkey writes: "The Bexhill Partnership wishes all Bexhillians and visitors an enjoyable 1994 Edwardian Week. There should be something for everybody during the week — from the parade, Punch and Judy show, fireworks and the schools' musical evening for the young to the Pasadena Roof Orchestra, jazz band and barbecue at the De La Warr Pavilion and the old time music hall, the tea dance and, for all, the afternoon promenade on Edwardian Sunday.

"It is a time for all Bexhillians to do different things and to make new friends and, hopefully, look at their lovely town anew.

"But what is the Bexhill Partnership and why should we promote Edwardian Week?

The partnership comprises a group of Bexhill citizens who are concerned about the effect of the recession on Bexhill.

"Some of us are businessmen from the private sector and some are council officers or officials.

"Our meetings provide a forum for exploring things that could be done to rejuvenate Bexhill, improve the local economy and employment prospects and make it again a town that we enjoy living in.

"The Edwardian Week is important to the partnership and not just for the fun it will give Bexhill.

"We believe that it will make our business people, traders and residents look closely at their environment and realise what could be done to restore pride in our charming Edwardian town.

"Some parts of the town have been designated a Conservation Area but that is only a first step and enhancing the centre of Bexhill must be the next.

"Please support the many functions and attractions and enjoy yourselves throughout the week. That will make worthwhile the hard work that so many fellow Bexhillians have put into organising the festivities.

"To those who have given freely of their time and energy, the partnership is profoundly grateful."

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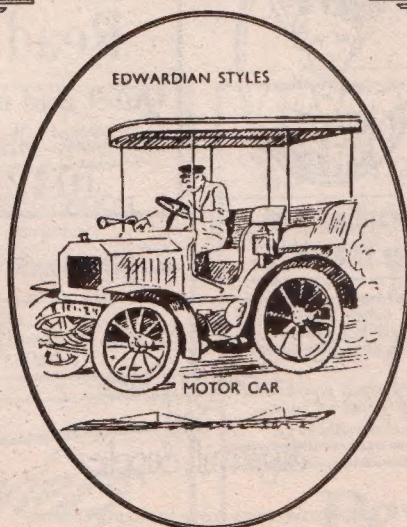
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For full details of
Edwardian Week Events
turn to page 14 & 15

THE BEXHILL Partnership wishes to acknowledge the general financial contributions received from the following in support of Edwardian Week and the partnership's ongoing activities: Ashdown Hurrey and Co; Boots the Chemist; Courts Furnishers; Drallim Group; Gaby Hardwicke; Gordon-Harris estates; McPherson and Partners; Mrs Bron Maltby; Midland Bank; R E Mitchell and Co; Old Town Preservation Society; NatWest Bank; D F Rawlings and Co; Rother District Council; Mr R G Spooner; Mr K R Tasker; Three Chimneys Nursing Home, F Hinds Jewellers.

More donations have been promised and these will be acknowledged as soon as possible.

The partnership also wishes to thank: Bexhill Chamber of Commerce and Tourism; the Bexhill Club; Bexhill Observer; Bexhill 100; Bexhill Visitor Centre; Valerie Bone; BR Network SouthCentral; Alan Burtenshaw; H "Knobby" Clarke; D C Graphics; De La Warr Pavilion; Kelm House Business Centre; the Mermaid (Sackville); Miraleisure; Brian Munro; the Tony Munro Band; Charles Nicholson; Ken Pope; the Rotary Club; Rother DC economic development office; Rother DC recreation and tourism department; Select Interiors; Jim Spraggs; Brian Storkey; 1066 Newspapers; Webb and Co and the many individual councillors, council officers, traders and other citizens who have helped.

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Indian

Indian

Edwardian Week

Sackville Road



TO the newcomer to emergent Bexhill-on-Sea, arriving via the South East and Chatham Railway's recently-opened Crowhurst to Bexhill branch line at Bexhill West, the first glimpse of the Edwardian town's shopping delights would have been framed by Sackville Arch. The road was notable for the quality of its shops. We asked the 88-year-old father of deputy editor John Dowling what Sackville

Road was like in his boyhood when he lived in nearby Cornwall Road.

Without hesitation his mind's eye went up the west side of the road, naming Welsh's Emporium, the Italian delicatessen, World's Stores, Green's Drapery, Wells shoe shop (still going strong), Barnes' cycle shop, Hughes' butchers, Durrant's plumber's workshop and on the east side the post office, Merritt and

Truman's shoe repairs and Geering's coal merchants.

"I attended St Barnabas' Infants' School, now the site of the library. We Infants were on the ground floor. The Junior girls were above. "I also attended the Pleasant Sunday Afternoon at the Methodist Church. PSA was a sort of Sunday school. It seemed like half the town attended..."

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For full details of Edwardian Week
Events turn to page 14 & 15

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**For
Full
Details of
Edwardian
Week
Events
Turn to
Pages
14 & 15**

Sackville Road

Edwardian Week



How a marriage made Bexhill

SACKVILLE Road — the name symbolises the town's history because the manor of Bexhill — then a tiny village — was granted by Elizabeth I to Baron Buckhurst, the 1st Earl of Dorset, Thomas Sackville.

The Napoleonic Wars, when more than 5000 troops were garrisoned in the town, put Bexhill on the map and the year 1813 saw two great families come together and form the basis of the town's society life for many years to come. With the marriage of Elizabeth Sackville to the 5th Earl of De La Warr, the Bexhill and Buckhurst estates passed to the De La Warrs.

In 1883 the 7th Earl had the eastern sea wall and parade built and in part payment for this, London Builder John Webb accepted land to the south of the railway for development.

The 8th Earl continued his father's work and the furtherance of Victorian and Edwardian development during the 1890s was almost entirely due to him.

With important hotels built and entertainment for all very much a part of town life, it is all too easy to see how the town enjoyed its heyday in Edwardian times.

No period photograph of business premises was complete without a proud figure posed outside. This was the Sackville Dairy in its heyday.



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Edwardian Week

Sackville Road

Buses get stuck under it...why was that arch ever built?



Pictured, right, is the demolition of Sackville Road cattle arch in 1892. Before the parade embankments were built, the first in 1883, the lower reaches of modern Bexhill were marsh or swamplands providing rough grazing. With the construction of the London, Brighton and South Coast Railway in 1846, cutting off this valuable marshland south of the line, it was necessary to provide cattle arches for access. There were four within the town boundaries, at Cooden Beach, Westcourt Drive, Glynde Gap and, most importantly, at Sackville Road.

Young trees, an elaborate lamp standard and ladies in elegant dresses frame this Edwardian shot of Sackville Road Methodist Church, no doubt always full of a Sunday when not to attend a church service would be considered sinful indeed.



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Western Road

Edwardian Week



TODAY'S BUSTLE LIKE HEYDAY

This peaceful scene is a world away from bustling Western Road. Note the bathing machines on the beach. Turn to page eight for a description of what the enterprising traders have thought up for Edwardian Week.

BEXHILL CARD CENTRE

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Edwardian Week Western Road...

Proud tradition of shops in this bustling street of former houses

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EDWARDIAN WEEK 23 APRIL-2nd MAY

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All large white/brown bread — 69p
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Watch our window for our Daily Specials

As always our personal service is assured



We will be open throughout the period including late night shopping on Friday & Bank Holiday Monday

All set for fun and games

WESTERN Road Traders' Association has continued staunchly to take a high profile in town activities following the success of its Christmas late-night shopping and Easter promotions, says chairman Jim Saunders. The traders' association, founded only last year, carries on a proud tradition in Western Road dating back to the turn of the century.

As originally designed, the street was predominantly a road of domestic properties with the old St Barnabas' Infants' School (now Bexhill's branch library) on the corner with Sackville Road. It quickly evolved into one of the town's principal shopping streets as successive properties were converted into stores.

Jim Saunders says: "The original concept for Edwardian Week from the Bexhill Partnership has the full support of Western Road Traders' Association where you will find that the retailers will be entering into the spirit of the early 1900s.

"Many will be decorating their shops in the style of the Edwardian period. Many proprietors may even be found in period costume, bringing back memories of a bygone age

for some while, for others, there will be chance to take part in a piece of living history; a time, days gone by, when service to the customer was order of the day with civility and a smile.

"Good, old-fashioned service... "Dedication is still to be found in Western Road today.

"For Edwardian Week, we will have street entertainment by way of jugglers, organ grinders, music, flower girls, match-sellers, sandwichboard advertising and many other such activities — plus the chance to see old-fashioned motorised transport all in conjunction with the Bexhill Partnership and the Bexhill 100.

"Also on the Saturday, children from King Offa School will be playing Edwardian games in Western Road.

"There will be music, entertainment and the like throughout the whole week.

"Late-night shopping on the night of Friday the 29th will also continue the entertainment with special prices in some stores and competitions with prizes.

"You will always find what you want in Western Road, however large or small. So make that decision right now to visit Western Road during this coming special week, see what we have to offer and enjoy the fun!"

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Town of elegant streets

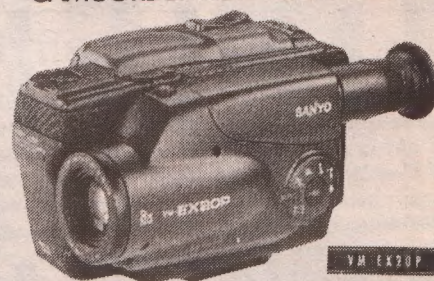


The top of Western Road looking down Devonshire Road at a time when there were still gaps in the ranks of banks and shops in the newly developing town.

CAPTURE The Action

of the Bexhill 100 and the
Edwardian Festivities on a
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EDWARDIAN WEEK
23 APRIL - MAY 2ND.
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LATE NIGHT SHOPPING
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Edwardian Week

Western Road...



Difficult to visualise...

Western Road retained its residential character for a considerable period. This shot of number 18, with the Misses Victoria and, right, Ethel Whiteman outside shows the street as it used to be and contrasts with the same property, taken in 1987. It can be seen that the upper storeys remain much the same from outside.

Enjoy Bexhill Edwardian Week
with

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Where service is second nature

This street paved the way

WESTERN Road was the first to be laid out by the man largely responsible for developing the town centre as we know it today. But to understand how the present centre fits in to the scheme of things, it is necessary to go back a few years to when Samuel Scrivens was, after the De La Warr family, the largest landowner in Bexhill. His disposal of farmland between Belle Hill and where Town Hall Square now is, led to the building in the early 1880s of the London Road shopping area. This was the first step

in the urban spread towards the railway, which had been opened in 1846. The making of these roads leading to the Sackville Arch made it possible to develop south of the line. Enter London builder John Webb who was engaged to build a sea wall and esplanade between Galley Hill and Sea Lane, begun in 1883. With remarkable foresight he accepted in payment land south of the railway and west of Sea Lane which he developed enthusiastically as the Egerton Park estate. Using Sackville Arch as an access he first laid out Western Road and built the

Devonshire Hotel, which was the first new building south of the line, in 1886. The expansion based on the axis of Devonshire Road was assisted in the 1890s by the town's rapid growth as a holiday resort for the well-heeled.

In this decade the population more than doubled to 12,213 at the start of the Edwardian era in 1901.

And by the early years of the new century the town's business and commercial centre was almost exclusively south of the railway.

This fun came free

How the holidaymakers must have envied local people, able to venture onto the sand exposed at low tide in any free time they had and dabble in the rock pools. Then, Bexhill drew visitors in their thousands, mostly from the monied classes who no doubt spent a few bob, if not guineas, in the local shops which appeared to prosper in the town's new found growth and affluence. But down on the beach it didn't matter how much or how little you had: shrimping and sand castle building were great levellers.



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ON MAY 1st & 2nd

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Buy a Donut and get a **FREE** cup of coffee.

Edwardian Week only
a "FREE ONE" on us

Ask for your own Coffee Club Card

Edwardian Week

LOCAL SHOPS PLAY THEIR PART

A WIDE range of Bexhill businesses plan to play their part in Edwardian Week.

An exhibition of prints, greetings cards and postcards by Edwardian painters will be held at the newly-opened Alternative gallery in Sea Road. The gallery is open Tuesdays to Sundays — including Bank Holiday Monday — from 10.30am to 6pm.

An Edwardian dish of the day in the coffee shop will be a feature of Confiserie Verdonck's contribution to Edwardian Week, says proprietor Margaret von Speyr. The Western Road shop will also feature special Edwardian festival souvenirs and such old-fashioned sweets as humbugs.

At Teasels shop in Western Road staff will be in costume for the week and the window display will have the theme of "as we were, as we are."

Bexhill Visitor Centre at Marina is staging a

special display of Edwardian leisure and pastimes, featuring original squash racquets, jigsaws and needlework.

The Halifax Building society's Devonshire Road branch will be organising a balloon race throughout Edwardian Week. It is offering two prizes, one for the furthest distance travelled and the other for the person who finds and returns the ticket. On Saturday, April 30 Halifax cashiers will be dressing up in Edwardian costume.

The Bradford and Bingley Building Society in Devonshire Square will be presenting a window display featuring hand-made twelfth-scale models of the horse-drawn vehicles once used by the former family removals and haulage firm crafted by Edward Mepharm of Oswald Court, Larkhill.

Staff at Corianders restaurant in Devonshire Road plan to dress the part.

At the Myosotis Guest House in Egerton Road, owner Janet Walder plans to dress in Upstairs, Downstairs mode.

At Miramar on De La Warr Parade all staff will be dressed in Edwardian costume.

An authentic penny-farthing cycle will form the centre-piece of a display at Kelm Travel and the Kelm Business Centre at Little Common.

Hailsham Town Crier Alan Burtenshaw has volunteered his services and will be proclaiming the events and happenings of Edwardian Week to all within earshot.

And watch out for some unusual deliveries of your Bexhill Observer

Bedford Lodge Hotel



"Friendly Atmosphere
Appetising Home Cooking"

An imposing 9 bed
Edwardian Residence

ETB 3 Crowns Commended

- * Quietly situated near to Sea and Shops
- * Ground floor accommodation and en suites
- * Lunches, teas and dinners available

GREAT VALUE BREAKS. ALL THE YEAR ROUND

Please Book in advance to save disappointment

Cantelupe Road, Bexhill-on-Sea, E. Sussex, TN40 1PR

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**Bed and Breakfast
Mrs Margaret Hills**

Situated a few hundred yards from the seafront and town, overlooking parklands. Easy parking. Evening meal prior to arrangement.

33 Woodville Road, Bexhill-on-Sea, East Sussex
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BEXHILL VISITOR CENTRE

(on seafront opp. Sailing Club)

Your first call for accommodation plus

WHAT'S ON ◊ WHERE TO GO ◊ SUSSEX ARTS & CRAFTS ◊ MAPS ◊ GUIDES ◊ HONEY AND PRESERVES
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EXCURSIONS ◊ COLLECTORS CORNER AND LOTS OF
OTHER GIFTS AND SERVICES TO HELP VISITORS AND
RESIDENTS ENJOY TO THE FULL BEXHILL-ON-SEA
AND GLORIOUS SUSSEX

**EDWARDIAN WEEK INFORMATION
DESK OPEN EVERY DAY
inc BANK HOLIDAY**

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of Edwardian pastimes*

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East Sussex TN40 1BQ
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A Miraleisure Enterprise

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23 Jameson Road, Bexhill-on-Sea, East Sussex TN40 1EG
Telephone: 0424 221191

THE NORTHERN HOTEL

Sea Road, Bexhill-on-Sea,
East Sussex. Tel: 0424 212836

SATURDAY 30th APRIL 1994

EDWARDIAN SUPPER

6 Course Meal inclusive of Coffee — £15.95

Cream of Broccoli & Stilton Soup with Spicy Croutons
Broiled Mushrooms with Garlic
Melon Boat with Port and Black Grapes
Smoked Salmon Fillet

Fillet of Sole with Sweetcorn and Shrimp Sauce

Lemon Sorbet

Roast Sirloin of Beef with
Yorkshire Pudding and Horseradish Sauce
Honey Glazed Gammon with Cumberland Sauce
Venison in Red Wine

Breast of Chicken with Asparagus served with
Stuffed Onions, Glazed Carrots and Peas, Cauliflower au
Gratin
New Potatoes, Duchess Potatoes, Roast Potatoes

Charlotte Russe
Cherry & Brandy Trifle
Orange Compote with Grand Marnier
Fresh Fruit Salad
Assorted Dairy Ice Creams

Cheese Savouries
Coffee with Cream and Chocolate Liqueurs

TABLE RESERVATIONS FROM 7.00-8.30pm
BOOKINGS ESSENTIAL

**Events
details
are on
pp 14-15**

FURTHER details about Edwardian Week may be obtained from the Bexhill Partnership information desk at Bexhill Visitor Centre, 51 Marina (opposite the Sailing Club), telephone 212500.

Information about Rother Council's involvement may be obtained from the Tourist Information Centre, De La Warr Pavilion, telephone 212023.

Information about De La Warr Pavilion events may be obtained from the box office or on Bexhill 212022. Tickets for the De La Warr Pavilion Flappers Ball may also be obtained from Bexhill Visitor Centre.

...Edwardian pastimes

Edwardian Week

**Just
look
at
those
knees!**

Some things never change, and these pictures show that soccer and cricket were just as popular then as today. The Sidley United Football Club side of 1908-9, above, would have been the pride of the district in their day. But while today's kids are happy to kick a ball around, not so many set up stumps on waste ground, like the little group, left, whose spectator is more interested in posing for the camera than applauding the tiny bowler.



**Any patch of ground
will do for cricket**



THE THRIFT SHOP

☎ BEXHILL 218553

AS NEW MENSWEAR

OPEN: MON. TUES. THURS. FRI. SAT.

10.00am-4.30pm

14 SEA ROAD, BEXHILL

A TOUCH OF CLASS

☎ BEXHILL 220244

AS NEW LADIES WEAR

OPEN: TUES-SAT (inc)

10.00am-1.00pm, 2pm-4pm

14 SEA ROAD, BEXHILL

The Northern Hotel

Sea Road, Bexhill-on-Sea, East Sussex

Telephone: 0424 212836. Facsimile: 0424 213036

Three Crown Commended • Les Routiers
British Hospitality Association

EDWARDIAN WEEK

MONDAY 25th-29th APRIL 1994

'MRS BRIDGES LUNCHE'S'

£6.95

12.00 to 2.00pm. Bookings Essential

~~~~~  
SATURDAY 30th APRIL 1994

**'EDWARDIAN SUPPER'**

£16.95

Table Reservations from  
7.00-8.30pm. Bookings Essential

*"A sumptuous feast in elegant  
surroundings"*

Special low rates if you stay overnight

An Independent Hotel owned and managed by THE SIMS FAMILY



## The Cottage Clinic.

(Established 1985)

REX THURSTAN, D.M.O., M.Phys. A. Member of the British and European Osteopathic Association

★ PHYSIOTHERAPY ★ OSTEOPATHY ★ PHYSICAL MEDICINE ★  
★ LASER THERAPY ★ WAX TREATMENT ★

Celebrating Regency Week in conjunction with the 9th anniversary of its opening. The Cottage Clinic provides Physiotherapy and Osteopathic treatments under the personal attention of the Principal Mr Rex Thurstan

From Monday to Saturday inclusive. Appointments can be made either by a personal visit or by telephoning

25 SEA ROAD, BEXHILL-ON-SEA — BEXHILL 222070 — 24 hour answering service



# Edwardian Week

# DIA OF EV

## Saturday 23 April

- Morning OYEZ! OYEZ! Hailsham Town Crier Alan Burtenshaw visits Bexhill in good voice to preiew Edwardian Week  
**Town Centre**
- 10.00 - 1.00 Jugglers and unicyclists entertain  
**Town Centre**
- 10.00 - 5.00 Fun with a facepainter  
**Town Centre**
- 2.00 - 5.00 Edwardian dress and bathing station exhibition at Manor Barn Costume Museum (and all week, 10.30 - 5.00, except Monday)  
**Old Town**
- 10.00 - 4.00 Dutch Street Organ and Maniken Dolls  
**Western Road**
- 10.15 - 12.00 Children's activities at Bexhill Museum  
**Egerton Road**
- 11.30 - 12.00 Unveiling of new sign, to commemorate Bexhill's 18th century connections with the Kings German Legion at Barrack Road Memorial Gardens, attended by a re-enactment group from Germany dressed in the uniform of the time. (This group will also take part in The Olde Tyme Parade)  
**Barrack Road**
- 2.30 - 3.30 AN OLD TYME PARADE FOR ST GEORGE'S DAY  
**SeaFront - Town Centre**  
Galley Hill (2.30) - seafront - Sackville Road - roundabout - Sackville Road - Western Road - Devonshire Road - seafront - Polegrove (3.30 approx). (afterwards vintage cars will visit little Common and Sidley.)
- 2.00 - 5.00 Stilt walkers and giraffe unicyclist  
**Town Centre**

3.00 - 5.00 Afternoon teas  
Edwardian style at Selsdon House  
**Jamieson Road**

7.30 CULTURE SHOCK! A show to remember! A sparkling cocktail of nostalgia presented by Bexhill's arts groups, including BATS, Bexhill Folk Dance Club, Evergreen and the Maytime Singers. Tickets: £2.50/£2.00  
**De La Warr Pavilion**

## Sunday 24 April

Morning Welcome to Edwardian Sunday. After church, perhaps, dine out at one of Bexhill's many restaurants and hotels where proprietors and staff will probably serve you in Edwardian fashion.

2.00 - 5.00 Edwardian Dress and Bathing Station Exhibition at Manor Barn Costume Museum  
**Old Town**

Afternoon Bexhill's Scouts and Guides in their annual St George's Day Parade  
**De La Warr Pavilion**

- 2.30 - 4.00 Craft afternoon (lace-making) at Bexhill Museum  
**Egerton Road**
- 2.30 THE AFTERNOON PROMENADE: A cordial invitation to Bexhill's citizens to dress Edwardian style for an afternoon stroll along East Parade and De La Warr Parade to the Mermain (Sackville), where the Bexhill Observer will be awarding prizes (at approx 3.30) for the best efforts.  
**East Parade - Sackville**

## Monday 25 April

- All day Every day throughout the week, Bexhill's shops will be dressed in a traditional way and serving everyone with traditional courtesy - with lots of family attractions all week.  
**Town Centre - Sidley - Little Common**
- 10.00 - 4.00 Dutch Street Organ and Maniken Dolls.  
**Devonshire Road**
- 12.00 - 2.00 "Mrs Bridges' luncheons" (Monday-Friday) at the Northern Hotel (advance booking essential).  
**Sea Road**
- Afternoon FREE CINEMA SHOWS (Monday, Tuesday and Wednesday at Bexhill's Curzon Cinema). Films include "Edwardian Childhood". For performance times, see local announcements or phone 210078.  
**Western Road**
- 4.00 - 5.00 Children re-enact the town's first "Mayor-making" in 1902 at Bexhill Museum.  
**Egerton Road**
- 5.00 'Asylum Life' exhibition opens at Bexhill Museum.  
**Egerton Road**

## Tuesday 26 April

- All day DISCOVER BEXHILL OLD TOWN and Manor Barn Costume Museum and Gardens, where splendid Edwardian dresses and a replica bathing station are on display among the year-round attractions.  
**Old Town**
- All day Salvation Army in town.  
**De La Warr Pavilion**
- 12.00 - 2.00 Mrs Bridges' Luncheons continue at the Northern Hotel.  
**Sea Road**
- 10.00 - 4.00 Dutch Street Organ and Maniken Dolls.  
**Devonshire Square**
- Afternoon Free cinema shows at the Curzon.  
**Western Road**
- 7.00 Social History lecture at Bexhill Museum.  
**Egerton Road**

## Wednesday 27 April

- All day Throughout the week see the fascinating Edwardian pastimes' display at the Bexhill Visitor Centre.  
**Marina**
- Afternoon Free cinema shows at Bexhill's Curzon (final day).  
**Western Road**



# Edwardian Week

# 19



RY  
NTS

## Edwardian Week

12.00 - 2.00

Mrs Bridges' Luncheons continue at the Northern Hotel.

**Sea Road**

7.00

**HISTORY LIVE!** A Bexhill school's musical celebration presented in association with NatWest Bank. Re-live the years from Edward VII to Edward VIII with Bexhill College, Bexhill High School, Charters-Ancaster Senior and Junior Schools and St Richard's School plus Junior BATS and the Janice Blake Dance Studio and including the renowned High School St Richards Big Band Bexhill Big Band and the CAS prize-winning choirs. Tickets: £2.50/£2.00.

**De La Warr Pavilion**

## Thursday 28 April

10.00 - 5.00

Monday to Friday, Bexhill Museum invites the town's citizens to record their Edwardian memories and hearsay on tape. Also (from April 18) a display of Edwardian period artefacts, maps and photographs of Bexhill.

**Egerton Road**

9.30

Edwardian Coffee Morning with entertainment by the Harmonie Singers at St Andrew's Church, organised by Bexhill Diabetic Group.

**Wickham Avenue**

10.30

Architectural Walkabout (from Bexhill Museum).

**Egerton Road**

10.00 - 4.00

Dutch Street Organ and Maniken Dolls.

**Sackville Road**

2.00 - 2.00

Mrs Bridges' Luncheons continue at the Northern Hotel.

**Sea Road**

7.45

**PALACE OF VARIETIES:** A real Old Tyme Music Hall. Tickets: £6.00/£5.00.

**De La Warr Pavilion**

## Friday 29 April

10.30

Edwardian Coffee Morning (and Best Hat competition) at the West Bexhill Day Centre for the Elderly

12.00 - 2.00

Mrs Bridges' Luncheons at the Northern Hotel (final day).

**Sea Road**

2.00 - 4.00

**TRADITIONAL TEA DANCE** featuring the Same Sky Tea Dance Band with your favourite ballroom dances plus the Palais Glide, etc, and, perhaps, a demonstration of the Charleston 'Dooop'. Tickets: £2.50 (dance only). Refreshments and cream teas available a la carte.

**De La Warr Pavilion**

5.00 - 9.00

**LATE NIGHT SHOPPING SPECTACULAR:** lots of merriment and jollification in Bexhill's town centre for a fun-filled family shopping evening, with special attractions including fire jugglers and a pyrotechnic street entertainer.

**Town centre**

## Saturday 30 April

All day

Travel today (and tomorrow) on British Rail's (Network South Central) famous 'Preserved 4-Sub'

electric train from Eastbourne and Hastings to Bexhill Station (station staff in Edwardian attire all week). Exact timings, etc, from BR stations or information centres.

**Bexhill BR station**

10.30 - 3.30

Punch and Judy shows on the Pavilion Terrace at 10.30, 12.30, 2.30 and 3.30.

**De La Warr Pavilion**

11.00 - 5.00

Jugglers everywhere in town centre.

**Town centre**

10.00 - 4.00

Dutch Street Organ and Maniken Dolls on the seafront (Continental Restaurant).

**Marina**

2.00 - 5.00

Traditional Cream Teas (in garden, if fine) at the Arosa Hotel.

**Albert Road**

7.00

Edwardian Supper Evening at the Northern Hotel (advance booking essential).

**Sea Road**

6.00 - 9.00

Barbecue and Live Jazz on the Pavilion Terrace (not bookable in advance).

**De La Warr Pavilion**

(6.45) 7.30

**THE FLAPPERS' BALL** with the world-famous Pasadena Roof Orchestra - Bexhill's social event of the year. Tickets: £25, inc dinner (advance booking essential at Bexhill Visitor Centre or De La Warr Pavilion).

**De La Warr Pavilion**

9.00

**SPECTACULAR FIREWORKS DISPLAY** (weather permitting) on beach opposite the Colonnade.

**Beach**

9.15

Balcony seats available for those not attending The Flappers' Ball to see and hear the Pasadena Roof Orchestra. Tickets: £5.

**De La Warr Pavilion**

Sunday 1 May  
and Monday May 25th BEXHILL 100  
FESTIVAL OF  
MOTORING

with the biggest collection of vintage, veteran, classic, racing and American cars ever seen in Bexhill. Plus lots of other thrilling attractions for all the family, including helicopter rides, parachute jumping, flying circus (Monday only), sideshows, bands, craft fair, trade stands and all the fun of the fair.

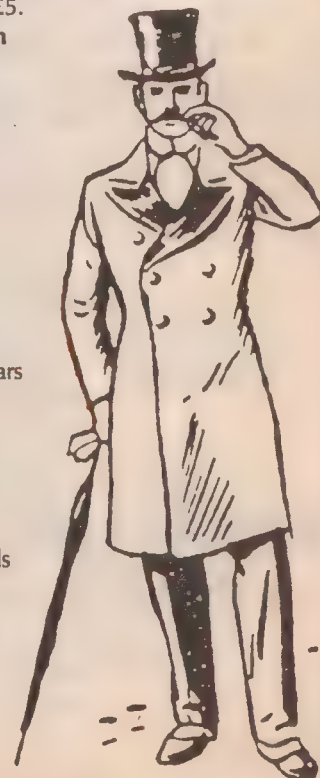
**Entrance only by official Bexhill 100**

**Festival of Motoring programme**

(on sale now) price £1.

**Accompanied children free.**

**Eastern seafront**





# Edwardian Week

## Wheatsheaf Inn is reminder of past

**L**ITTLE Common was a quiet village clustered around the junction of two roads when the Edwardian era with its dramatic growth burst upon Bexhill.

Fiercely independent, it developed as a residential and trading community in its own right with its own distinctive character.

Village pond and wheelwright's shop have long since bowed to the march of progress but the Wheatsheaf Inn is a landmark familiar to the Edwardians that has withstood the passing years.

With its predominantly Edwardian architecture, Bexhill town centre will be the focus of attention during the week.

However, Select Interiors in Cooden Sea Road will take on the appearance of a living room just vacated by an Edwardian lady.

Proprietor Pauline Oakley plans to use the services of her professional window-dresser to obtain the authentic Edwardian look to the shop — even down to using curtain material for the bunting.

At Kelm Travel and the Kelm Business Centre, the centrepiece of the window will be a penny farthing bicycle.

*Pictured, right, The Wheatsheaf Inn forms the only landmark instantly recognisable to contemporary eyes in this scene outside the diminutive Little Common Post Office where the village constable with coat slung over shoulder stands self-conscious guard.*



## Before motorised transport



## Mementoes of days past

**T**HE Mepham family name was synonymous with the removals and storage business in old Bexhill. These treasured family photographs dating back to the foundation of the firm in 1900 by his grandfather, Thomas Mepham, were loaned to the Observer for this Edwardian Week supplement by Mr Edward Mepham of Oswald Court, Larkhill.

Mr Mepham recalls: "In addition to the carriers' vans, my grandfather also operated two carriages of the landau type which plied for hire on Bexhill seafront during part of King Edward's reign.

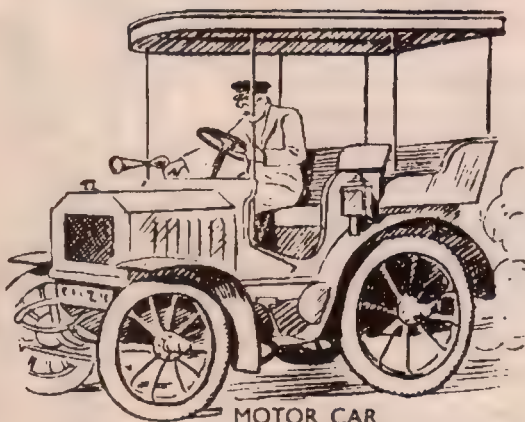
"The old photo shows my father, Albert Edward Mepham and my uncle Thomas Henry Mepham, taken in about 1910." The firm's original office was in

Windsor Road.

Mr Mepham recalled that a large section of the old stable buildings nearby was destroyed in 1940 by incendiary bombs and the yard now exists with modern buildings.

Among other treasured mementoes of the old firm retained by Mr Mepham are twelfth-scale models of the firm's original light van, used from 1900 and one of the landaus.

A horse-drawn van was used locally, mainly for deliveries to and from the railway goods yard to local tradesmen and also for removal work involving journeys to nearby towns. It gave way after World War One to motorised transport. The landau had been imported from Germany during the late 18th century.



*For full details of  
Edwardian Week Events  
turn to page 14 & 15*



**FRUIT BOWL**

20, High Street,  
Old Town, Bexhill.  
Tel: 0424 210019

**BEXHILL MUSEUM  
OF COSTUME &  
SOCIAL HISTORY**

The Manor Gardens,  
Upper Sea Road,  
Bexhill-on-Sea.

*A display of Edwardian  
costumes especially  
for this event.*

**0424 210045**

**Lychgates  
Restaurant**

Church St,  
Old Town,  
Bexhill.  
Tel 212193

**EVE**

LADIES HAIR STYLIST

4, Church Street,  
Old Town, Bexhill-on-Sea.



0424 215212

**BEXHILL OLD TOWN  
PRESERVATION SOCIETY**

SUPPORTING

**EDWARDIAN WEEK****BEXHILL-ON-SEA**

The King's German Legion are here with a colourful costume spectacular.  
10.30am to 11.30am Bexhill Old Town,  
Barrack Road Memorial Garden.

**ST. PETERS  
COMMUNITY  
CENTRE**

Office Hours  
10-Noon



**BEXHILL  
219908**

**The  
Old Clock  
Workshop**

*Practical Clockmaker  
and Watch Repairer*



3, Church Street, Bexhill.  
Tel: 222781

**The  
BELL  
Hotel**

1 Church Street  
Old Town, Bexhill  
Tel 219654

**MANOR  
NEWS**

2, Church St  
Bexhill  
Tel:  
211637

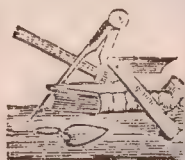
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of your  
newspaper*

**The  
Walnut Tree**

TEA ROOMS Tel 223797  
6, High Street, Old Town, Bexhill  
*Traditional English Fayre*

**DAVID FOSTER  
ASSOCIATES**

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12, HIGH ST.  
OLD TOWN  
BEXHILL  
TEL:730999

**BEXHILL OLD TOWN  
POST OFFICE**

16, HIGH ST.  
BEXHILL  
TEL: 211222

*Serving the  
Community*

**J.L. POCOCK**

*High Class Meat  
Purveyor*

High Street,  
Bexhill.  
**219383**





# Edwardian Week

St. Leonards Road



## The Gift Shop

4 St. Leonards Road, Bexhill  
Tel: 220653

## BEXHILL TV AND VIDEO

Quality new and used TVs and Videos,  
all fully guaranteed, low cost repair  
service available, including repairs to  
GRANADA and BAIRD.  
**FREE** collection and delivery.

Free quotes, low cost satellite sales  
and installation, low cost aerial  
installation with free quotes.  
We also sell accessories for TVs  
and videos.



**TEL: (0424) 224417**

**COME ON DOWN AND LOOK  
AROUND OUR SHOWROOM AT  
24 ST LEONARDS ROAD,  
BEXHILL-ON-SEA.**

## This advert must have raised a few eyebrows

Absolutely the Best House for all kinds of Drapery.



30. ST. LEONARDS ROAD. BEXHILL.

*How very daring, to blatantly advertise you stocked something as shocking as cycling knickers at a time when cycling was seen to be something of risqué pastime. Still, that was Bexhill in its heyday...*

## Recollections

*We are a well established local business within  
the antiques trade and we welcome you to our  
new public showroom*

★ ★ ★

*We maintain a wide stock of country pine, oak  
& mahogany furniture, kitchenalia and sundry  
decorative items*

★ ★ ★

*Suppliers to the interior design trade*

★ ★ ★

*We specialise in antique sporting items*

★ ★ ★

*We also wish to purchase furniture & items of  
interest*

★ ★ ★

**57 St Leonards Road, Bexhill-on-Sea.  
Tel: 730650  
Mobile: 0850 635400**

## ANNIE'S

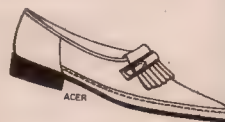
**His 'n' Hers Hairdressers**

QUALITY SERVICE WITH  
PROFESSIONAL STYLING AT  
COMPETITIVE PRICES

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of Earls Barton

**A family tradition  
of fine  
shoemaking**



Every pair is a work  
of art. No two pairs  
are exactly alike.  
Hand-lasted and  
hand-finished in  
exceptional leathers—a  
family tradition for  
over a century.

**John Baber**

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A large  
selection of  
quality soft  
toys.

Stockists of  
**SILVERCROSS,  
MAMA  
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MONBÉBÉ,  
BÉBÉCAR**

**52**

**St Leonards  
Road,  
Bexhill  
Telephone  
0424  
210523**



# Edwardian Week

## Prom gets battering from storm

Forget those idyllic scenes showing the fashionable new resort of Bexhill-on-Sea with flags flying and bands playing. The vicious storm of January 1910 ushered out the Edwardian era and the resort's most golden days. This is what was left of the South Cliff end of the West Parade sea wall and promenade.



They called it The Bastion and it stood out from the sea wall opposite the Colonnade — till the sea took its toll.

### Eliot House Antiques

Dealer in Fine Quality  
Georgian, Victorian & Edwardian  
Furniture also Glass Ceramics and  
Decorative Items

We are pleased to purchase similar items.

6 St Leonards Road, Bexhill-on-Sea,  
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## HAMPTON'S FINE QUALITY MENSWEAR

16 St Leonards Road,  
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ALAN PAINE

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PIERRE SANGAN

One look tells you its DAKS

Why not come and  
enjoy the experience  
of shopping at  
Hamptons



### PEDAL POWER CYCLE, SALES, SPARES & REPAIRS

#### MOUNTAIN BIKES

£135.00

18 Speed Indexed  
Alloy Wheels  
Ladies or Gents

Get Your Cycle  
Fit For Summer  
**FREE CYCLE  
SAFETY  
CHECK**  
With This Ad

Suppliers of RALEIGH, DAWES,  
KUHL, PEGASUS &  
MANY MORE

Spares, Repairs & Wheel Building  
Professional, Friendly, Efficient Service

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BEXHILL-ON-SEA,  
EAST SUSSEX TN40 1HH

☎ 0424 217590

### La Collina Gardens Florists Flowers For All

#### Occasions

NATIONWIDE

&

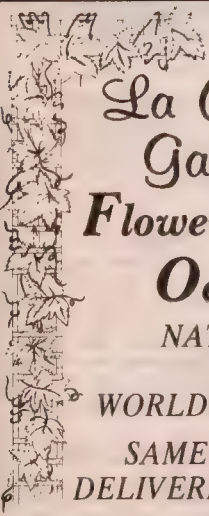
WORLDWIDE SERVICE

SAME DAY LOCAL  
DELIVERIES IF ORDERED  
BY 3pm

18 St Leonards Road,  
Bexhill-on-Sea

Telephone

0424 730007





# Edwardian Week

## Devonshire Road

**T**HE TERM "the town's principal shopping street" is, of course, much disputed. But historically Devonshire Road, Bexhill's most imposing commercial thoroughfare, has usually held pride of place.

Now a new group of enthusiastic traders is working to ensure that Devonshire Road is again the jewel in Bexhill's shopping crown. Photographs from the Edwardian era show it to have changed but little since its early days. What change there has been can be attributed for the most part to the handywork of Hitler's Luftwaffe, the principal casualties being the Observer office and adjoining buildings.

Approaching from the sea end, from where the imposing Marina Court flats stood on the site of the present De La Warr Pavilion car park extension, the Edwardian visitor would have been confronted by the equally elaborate Roberts Marine Mansions on the Devonshire Road/Marina/Eversley Road corner.

Ornate street lamp standards in the middle of the road ran the

length of the street where, until replaced by the new "central Station" facing Sea Road, Bexhill's first station faced the sea from Devonshire Square.

This meant that the Devonshire was ideally placed as the town's foremost "commercial hotel."

Today Devonshire Road is dominated by its grouping of big banks and its national multiple stores. But, increasingly, it is the independent traders who are setting the pace.

Recent weeks have seen the formation of DRAG — Devonshire Road Action Group. Chairman Steve Ayres of TVC video hire says traders in the road will be backing Edwardian Week.

# Changes due to work of Hitler's Luftwaffe



Devonshire Road sported the Domestic Bazaar, a hardware store proclaiming 'Nothing over 6½d — the finest selection in the world...'

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Action Group

Edwardian Week

*Boots corner before  
the Nottingham  
chain took over  
Wimshurst's  
chemists and  
redeveloped the  
Devonshire Road  
— Parkhurst Road  
block.*



# Save £1 when you spend £6 at Boots



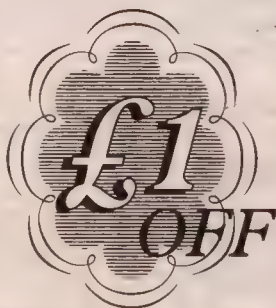
**Save £1 on purchases  
of £6 or more**

This coupon is worth £1 when you spend  
£6 or more in one transaction at **Boots,  
14-16 Devonshire Road, Bexhill-on-  
Sea** before 20th May 1994. Not valid for  
the purchase of medicines, books or gift  
vouchers. No other discount or coupon  
may be used in conjunction with this  
coupon.

**To the Manager**

Please send this redeemed coupon to Sales  
Records Department in the Boots  
redeemed coupon envelope (99-29-967).

Coupon code: 0600X2 1671



From the 23rd April through until  
2nd May Boots in Bexhill-on-Sea  
will be celebrating the annual  
Edwardian Festival.

Throughout the week there'll be in-  
store competitions and activities  
for all the family, plus the chance to  
save £1 when you spend £6 using  
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# Edwardian Week

## Devonshire Road

# Your chance to get into spirit and dress up for seafront promenade

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*Bexhill's station was originally in Devonshire Square, facing down Devonshire Road. It was re-built to face Sea Road to cope with the sudden growth of the town — a factor which accounts for the fact that today it boasts the longest platforms in the region.*

**T**HE PHOTOGRAPH above was taken in 1896, while Victoria was still on the throne — the Edwardian era began in 1901 — but fashion did not change too quickly then and no doubt the people pictured would have been dressing more or less the same five years later. The Observer is linking with the Bexhill Partnership to provide cash prizes for The

Edwardian Promenade on Sunday April 24 from 2.30pm on the East Parade/De La Warr Parade, with judging and prize-giving at the Sackville's Mermaid at 3.30pm. The Observer has cups and £25 awards for the best Edwardian hat and the best Edwardian family while the Partnership will give £10 each to the best Edwardian man, woman and child.

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## IMAGES

FOR MEN

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## Action Group

## Edwardian Week



*This is why the town centre has been declared a Conservation Area. Built almost entirely during a single decade and subject to comparatively little architectural change, it is still immediately recognisable from this study of Devonshire Road in Edwardian times.*



*On the left of this picture can just be seen the former Observer office, which in 1910 was in Devonshire Road. A health and safety officer would probably have apoplexy at the attitudes of the workmen on the scaffolding erected at Longley's while they pose for a picture to mark the store's refurbishment.*

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# Edwardian Week

## Building civic heart into modern Bexhill

Window-dressing technique consisted of putting as much stock on show as space would permit. Straw boaters were a feature of the London Drapery Company, and no doubt business was particularly good when the excitement of the Galley Hill carnival and speed trials was fast approaching.

■ See over page for this year's Bexhill 100 excitements.



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**T**HE LONDON road area was the first shopping centre of the new Bexhill so it was appropriate that the town hall should be built at its head.

The first urban council was elected in January 1895 but had to wait eight years for the ceremonial opening of the civic building — and what an occasion that was with the Lord Mayor of London coming to town in state with the sheriffs and the Lord Mayor's coach.

An elaborate procession through town made the day one of the most spectacular in local history, commemorated by a plaque inside the town hall's main entrance.

Bexhill was granted the status of an incorporated borough by King Edward II on April 7, 1902 but a petition for a charter had been made to Queen Victoria nearly two years earlier. The charter was handed to London agents of Incorporation Committee solicitor Mr Gaby to a deputation from Bexhill on May 21 and these gentlemen received a ceremonial welcome back, with the document being publicly read to a large crowd. There was a grand procession with lots of festivities to follow.



## Bexhill 100

## Edwardian Week

# Birthplace of our motorsport

**E** DWARDIAN WEEK culminates in the Bexhill 100, a two-day festival of motoring over the May Bank Holiday celebrating Bexhill's role as the birthplace of British motorsport.

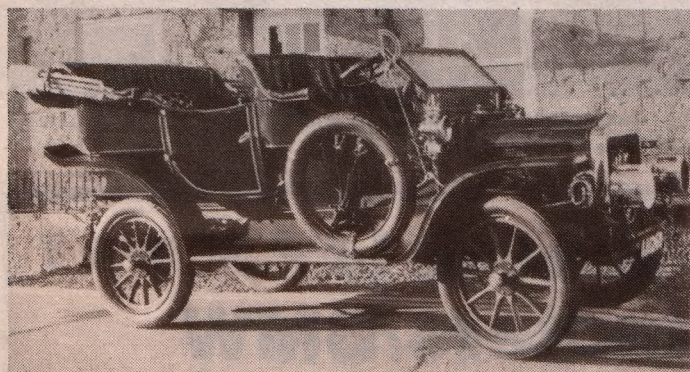
For the fifth year in succession Bexhill will be commemorating the initiative of Earl De La Warr in 1902 in persuading the RAC to stage the nation's first international motor trials on De La Warr Parade, then His Lordship's private cycle track.

The success of Bexhill 100 has exceeded all expectations. Brian Hazell, one of three directors who are together committing £30,000 of their own cash to stage this year's show, confidently expects last year's 60,000 attendance over the two days to be exceeded — given the right weather.

Entries, from veteran cars and motorcycles to World War Two tanks, had topped the 200 mark before March was out, well up on last

year's comprehensive entry list. No less than 10 steam-cars will be taking part. Brian Hazell says: "We even have two steam motorcycles!

I never knew such things existed..." The Paris-based Peugeot Owners' Club is bringing not only its cars but its kites and has challenged local kite enthusiasts to a



*This 20hp White steam car was imported from America as a chassis in 1908 and fitted in London with a Roi-des-Belges five-seater body. It will be demonstrated by owner Dr Robert Dyke of Penzance.*

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*This mighty Napier was a 1904 competitor and had to carry its own mechanics.*

fly-off at Galley Hill.

Kites are not the only things to be taking to the air over the Bexhill 100.

Fresh from their success on television's *You Bet* programme in which a baton was passed in flight from one vintage Boeing Stearman biplane to another and then to a third, the Crunchie wing-walking team will be bringing their thrilling display to Bexhill.

The famed Pegasus free-fall parachute display team will be performing precision landings on both days.

The public will be able to take to the air in more conventional fashion. Helicopter rides will give an aerial view of what the organisers believe will be the most spectacular Bexhill 100 yet staged.

In a special tribute to two regular entrants who have died since last year's event, fellow enthusiasts will stage a parade of military vehicles. A 25 pounder gun/howitzer, pulled by its own authentic

Quad truck will fire a salute to Len King whose Army dispatch rider's motorcycle was a feature of previous shows and to Derek Cooper whose Dodge "Beep" weapons carrier

epitomised the care enthusiasts put in to the restoration of old vehicles.

Both vehicles will be featured in the Bank Holiday Monday tribute.

Admission this year will be by souvenir programme. Priced at £1, it lists both days' events and gives an illustrated history of the Bexhill Motor Trials which helped put the fashionable new resort of Bexhill-on-Sea on the Edwardian tourist map.

The programme includes not only a lucky number competition but money-off vouchers to be used against

purchases from local business advertising in the publication.

The organisers hope that admission-by-programme will provide the income necessary to ensure the continuity of the event.

Brian Hazell says: "Bexhill's place at the very start of British motorsport in 1902 is something of which the town should be proud.

"If we had our way there would be big signs on the approach to town proclaiming 'Bexhill — the birthplace of British motorsport'..."

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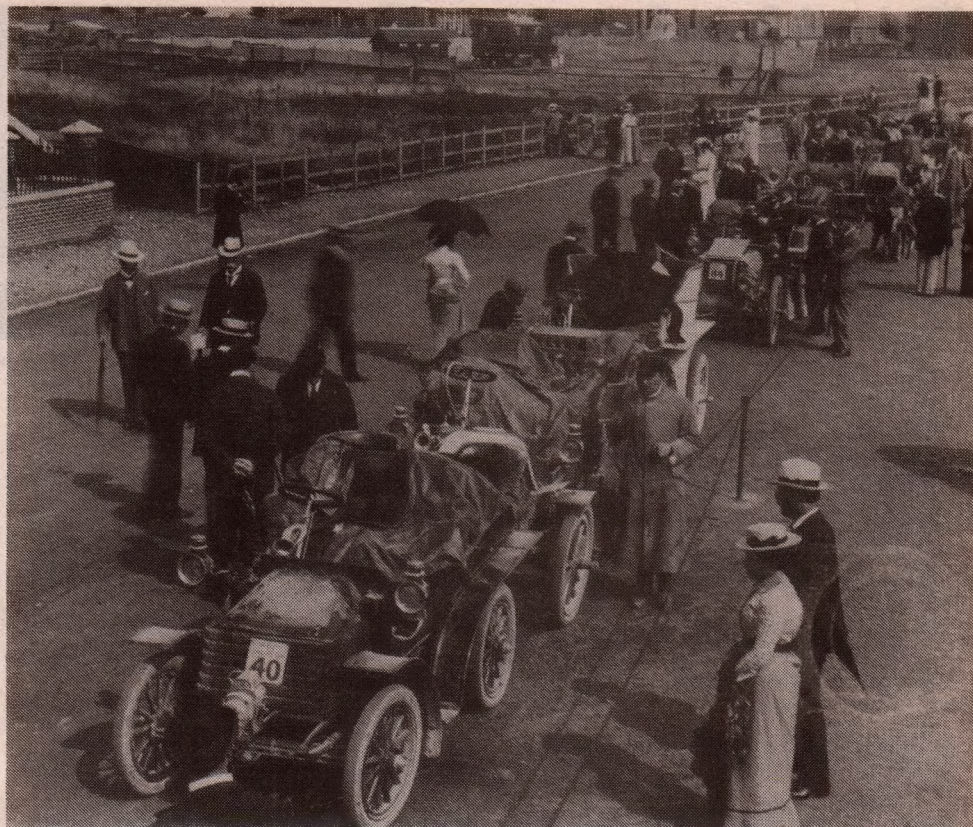
# Edwardian Week

## Bexhill 100

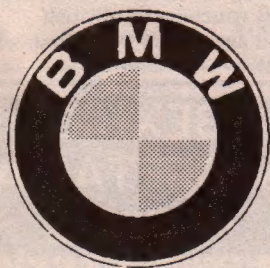
**Nostalgia  
is mixed  
with  
modern  
derring-do**



*Back to the 1994 and The Cadbury's Crunchie Flying Circus will be turning a few stomachs with their daring stunts.*



*Straw boaters for the gentlemen and parasols for the ladies were a feature of the scene as passersby admired the entries lined up along Galley Hill in 1904.*



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